8c. to 12c. Embroideries, 5c.

Thousands of yards and widths are to 6 inches-including Inserting and Ribbon Beadings. Such prices have never been made before.

7c. to 16c. buys Embroideries worth three times as much.

\$2 to \$3 Embroidered Waist Patterns, \$1.

\$10 Tailor-Made Spring Suits, \$5.75. Fine Quality All Wool Tailor Made Spring Suits, choice colors and styles,

\$6.75.
\$10 Eton Suits, \$7.50.
In black, navy and brown, new designed taffeta trinnings on skirt and jacket, sizes 32 to 44.
Wool Bourette Tailor Suits, \$10.
Filted Etons, with double capes, slik braid trimming.

Mistral Etamine Sults, \$12.50.
Finely Tailored Suits, in blue, brown and easter. Etens with girdle, vest and gilt button, killed skirts.

Covert Cloth Sults, \$20. Very handsome, with platted tack-ets, fitted belt, finished with orna-ments.

Volle Suits, \$18.75. With Eton blouse all around, trimmed with fancy braid and metal buttons, peau de soie girdle.

puttons, peau de soie girdle.

Broadcloth Sults, \$22,50,

Finest quality, with novel cut jackets, frimmed with scroll shaped trimmings; others to \$50. \$4 Wool Melton Skirts, \$2.50. Walking Skirts of all wool Melton,

59c. Foulards, at 39c.

in light and medium gray, black and muy, all sizes. New Designed Walking Skirts, in all

New Designed Walking Skirts, in an spring colorings, \$4.175.

Covert Cloth Skirts, \$5.98.

The new Modeled Shirts of all wool tan covert cloth, eleven gore flare, Volle Skirts, \$3.98.

New Dressy Skirts of Volle, black and blue, trimmed with silk bands, each gore finished with braid ornaments.

French Etamine Skirts, \$5.98.

ments.

French Etamine Skirts, \$5,98.

Seven Gore Flare Skirts, in all the new designs, black and blue.

Panama Skirts, \$5,50.

Walking Skirts, with killed bottoms, entirely new.

Children's Cloth Reefers, \$1.

With large collar, braid trimmed.

Covert Cloth Reefers, \$2,98.

Handsome Covert Cloth Reefers, box back, collariess, brass buttons,

\$1 Percale Wrappers, 696.

Extra frill, deep flounce.

"Corsette" Wrappers.

The new practical garment for women, in light and colors, from \$1,19 to \$2,50; sizes 32 to 46.

Twenty-One Silk Bargains.

About 1,100 yards of Twill Silk Foul ards, on grounds of navy, reseda, national, white, brown, tan, etc. \$1 Creps de Chines 60c. S5c. Broche Liberties, 58c.

Sc. Black Peni de Soie, 58c.
\$1.19 Yard Wide Black Taffets, 75c.
75c. White Habutai Wash Silk, 59c.
19c. White Habutai Wash Silk, 25c.
19c. White Habutai Wash Silk, 25c.
19c. Black Silk Taffeta, 33c.
19c. Fancy Shirt Walst Dress Silk, Colored Dress Goods.

50c, French Albatross, 375c. All weel, double width, in all colors, Wire Volle, 85c. Pinest imported, in every shade, for-

ty-four inches wide.

Stock Mixtures, 46c.

In all the newest weare effects.

Imported Cassimere Sultings, \$1.15
and \$1.45.

In all the new shades of gray and check effects, fifty-six inches wide,

50c, Volles, 37½c.

3s-inch, all wool, in every conceivable

French Crepe Cloths, 75c. One and a quarter yards wide, in both evening and street shades. \$1.25 Broadciths, 89c. Fifty-four inches wide, every shade. 50c. Monair Sicilian, 39c. Thirty-doth inches wide.

5oc. All-Wool Black Che-

viot, 29c.

51.25 Mourning Grepe Cloth, 75c.

95c. French Volle, 69c. All pure wool, and sold last season

or 31. 49c. Etamine Volle, 29c. Warranted pure all wool and fast

Infants' 25c. Caps, 15c.

Embroidered muslin, with double

uche.
75c. and 98c. Caps, 35c.
Forty-two dozen sample Caps from one of the largest manufacturers in the caps of the largest manufacturers.

New York; you can choose for 35c. Infants' \$1,25 Mull Dresses, 25c. Made of fine Persian mull, blouse

waist and embroidered. (Second Floor.)

19c. Art Tray Cloths, 8c.

42c. Bureau Scarts, 25c.
Two yards long, hemstitched and
stamped for embroidery.

55c. Applique Shams, 50c.
A large variety to choose from,
10c. Center Pleces, 5c.

12x12 inches, a variety of designs, 50c. Cushion Tops, 25c, Lithographed and stamped, latest

Women's 75c. Black

Satin Waists, 38c.

All sizes to 41.

31.69 White Linen Walsts, 98c,
All sizes, perfect tailor made.

\$2 White Mercerized Walsts, \$1.25.
Every appearance of silk, every size
to begin with.

35c. Madras and Percale Waists, 50c. Tucked and well made, perfect fit-ting and every variety of styles. \$1,28 White Mercerized Striped

\$1.50 Walsts, 98c, White lawn, linen and fancy fab-

25c. to 85c. Pearl But-

tons, Ioc. a dozen. Some slight imperfections, but do not interfere with their use, 17c. Dress Buttons, 7c. a dozen; one hundred gross to be sold,

25c. Collar Forms, 15c. Satin tops and an excellent 25c. qual-

10c. to 40c. Garter Web, 6c. a yard; fifty pieces, all colors, seven-eighths of an Inch wide. King's Machine Thread, 11/2c.

25c. Persian Trimming

Ribbons, 10c. inch Louisine Ribbons, 73.40.

Four liches wide, every shade, of 5-inch 25c. Satin Talieta Ribbons, 15c. a yard.

Ribbons 3c. a Yard.

A whole table full, one to one and a marter inches wide great variety.

25c. Linings, 10c.

1.150 yards to be sold, fine black mer-cerized satteens.

15c. Sikoline Linings, 71/c. Black or colors; 2,50 yards to be

old.

12½c. Percaline, 10c.

Black or colors.

29c. Near Slik Linings, 15c.

Black and colors.

All silk and every color. Liberty Satin Ribbons, 18c.

Walsts, 85c, All sizes to 44.

All sizes to 44.

(Second Floor.)

(Second Floor.)

Hemstitched and stamped. 42c. Bureau Scarfs, 25c.

A beautiful fabric. \$1,25 Slik Crepe Cloth, 85c. Full forty-four inches wide.

sold for 50c. 75c. Black Cheviot, 45c. It's forty-four inches wide.

same quality exactly usually

y-four inches wide.

\$1,50 Black Taffeta, 95c,
Full yard wide and guaranteed.
Toc. Black Foulard China Silk, 50c.
50c. Solid Colored Pongees, 3thc.
85c, Printed Liberty Satins, 50c.
70c. White and Cream Taffeta, 39c.
81. Lace Stripe Black Taffeta, 65c.
85c, Checks, in navy and black, 45c,
\$1.19 Spot Proof Black China Silk,
iwenty-seven inches wide, 65c.
81.25 New Silk Messalines, 85c.
89c. Black Peau de Cygne, 50c.
\$1.50 Yard Wide Black Peau de Sole,
908c.

30c. Black Lining Taffeta, 21c.

COHEN'S Underprice Idea Strikes Home.

Bend your way in any direction you will, and economies crop out in a measure that leaves all competition at a distance. Your money's worth was never good enough for Cohen's store. Merchandise at half value if possible-always looking to the saving on the most reliable goods.

This Monday's Start of a New Price Sale.

25c. Neckwear, 15c.

Silk Embroidered Chiffon Stock Col-lars with tab fronts, in white, black and colors.

GOVERNMENT

81/3c. Printed Batiste, 53/4c .Variety of new spring styles, fast

200. Mercerized Silk Ginghams, 10%c.

In two tone thread checks, all the wanted spring shades. 19c, French Chambrays, 121/4c.

Thirty-two inches wide, every light and dark color. 16.2-3c. Bourette Chambrays, 9%c.

Entirely new fabric this season, at this surprise price.

25c. Grenadine Etamine, 19c. In solid colors or small figures. New Lines Stripe Fabrics, 9c. 22c. . White Ground Batiste, 1216c In embroidered dots of every con-

celvable color. 1816c. Embroldered and Lace Stripe one Mercerized Basket Cloth, 1216c.

In solid colors. 75c, Swiss Noveltles, 25c.

Double width and a choice of nearly

10c Linen Finished White Lawn, 61/4c

cii.
162'3c, Basket Pique, 12'4c,
This season's littest white novelty,
29c, Mercerized Grepe Cloth, 19c,
It has the new embroidered raised
dot, like glik.

West,
Sc. Linen Finish Duck, Sc.
White, heavy thread, for walsts and
children's wear.
Styc. Embroidered Lawns, 43-4c. dot, like slik.

25c. to 35c. Mercerized Fancy Weaves,
18 2-3c.

There are a score of more of styles,
including open work; all this season's
latest novelties.

12½c. Vard Wide Madras, 8c.
While, in stripes and cords) a variety of styles.

64.c. Embroidered Lawis, 4 3-40.
A very pretty white fabric.

50c. Persian Lawns, 19c.
1700 yirds of the finest grade, 45-inch wide, ever sold at 5cc.
38c. Corded Welts, 19c.
French and the highest grade, imported to sell for double our price, 29c, to 45c. Mercerized Fancy Waistines, 19c.

29c, to abc, Mercerized Fainty Wastings, 19c.

Every variety of new weaves, with slik mercerized designs.

125c, India Linon, 85c.

Sheer white and full yard wide.

25c. Laces, 9c.

Including Calloons and Trimming Luces in a variety of styles; there are separable patterns and all the new scason's styles.

200, Cordurby Piques, 1216c. . Soft finish and heavy weight, suit-

290. Sleeve Laces, 190. Ten inches wide, Oriental designs, with open edge.

50c. Venise Medaillons, 25c.

Every variety of applique designs and ambroidered Irish Point, three shades—white, butter and Arabian. The greatest lace bargain ever seen in Richmond.

\$1.25 Venise Allovers, 750. 350 yards of all the new, heavy

Black or white, one and a half inch-

gale price. Persian and Bulgarian Bands, 25c.

72 Dozen 90c. Kid Gloves,

49c. a Pair.

Every variety of colors, including spring shades, also white and black-

all sizes.

In all the new designs,
25c. Slik Emblems, 10c.
There are 10c. Anchors for 5c.

Ventse Laces, that never sell for less than \$1.25. 25c, to 32c. Plauen Laces, 1214c, to 18c, Sc. Torchon Laces, 1c. White or colored, for trimming, in-cluding insertings.

New Laces, Very Little. New Laces, very Little, Irish, Crochet, Teneriffe and other new Laces, straight insertings, that cost 15c, to 25c; prices Se, to 15c, 9c, to 14c, Foint de Paris Laces, 7c,

Including insertings,
Bahy Patterns, in fine French Torchons, Se., 4c. and 5c. a. yard,
88c. Silk Dress Net, 35c.

Black, and an excellent quality even

25c. Silk Fagotting, Ioc.

In the Bargain Barement. Hundreds of packages. Prices

proved Monday that few stores in America are able to show.

10c. Dress Ginghams, 534c

3.100 yards of this lot, including all the new styles and colorings, in corded and plain effects; they are scarce in town even at 10c.

12½C. Batiste, 7½C,
Fine and pretty, new, small figured fabrics, for children's wear.

12½C. Sca island Percals, 9½C.
Every new spring style.

61-4C. Shirting Prints, 4½C.
2000 yards in all.

61-4c. Shirting Prints, 414c.
2,000 yards in all.
1255c. Yard Wide Madras, 634c.
Light color and the same that is sold elsewhere at 12 1-2c.
8c. Indigo Prints, 434c.
5,600 yards best Indigo Blue Prints, small white figures of every style.
10c. Yard Wide Percale, 534c.
2,750 yards, in all the light new colorings, heavy thread and best ever sold for 10c.

2.00 yarm, in an engin was oversold for 10c.

10c, Outing Fiannel, 5%c.

Small lot of 750 yards, such as is used in light colors for night wear.

16c. Imported Dress Ginghams, 9%c.

Ifohnson's make, and the new, this season's styles.

10c. Sensuckers, 6 1-4c.

Thousands of yards on sale for hospitals, kitchen use, etc.

5c. Apron Ginghams, 3%c.

In lengths from one to ten yards, at 3 7-8c. a yard.

4c. Unbleached Cotton, 2%c.

8c. Shirting, 5%c.

Sc. Shirting, 5½c.

Three cases-6,000 yards-Merrimac Shirting, all the new styles of the sea-

8c. White India Linon, 4c.

Thousands of yards in the lot-manufacturers' lengths-sheer and fine and good enough for any purpose. 25c. India Linons, 121/c.

Forty inches wide and the finest grade; equal in fineness to Persian lawn.

25c. to 40c, Mercerized Walstings,

25c. to 40c. Mercerized Walstings.

18 2-3c.

All white, including all the finest imported grades, sold to 40c. a yard.

19c. and 22c. Fancy Marseilles, 12½c.

This includes all the styles, made in figures, cords and stripes.

12½c. india Linons, 8c.

2,000 yards to be sold in the sheer quality.

quality.

12½c. White Piques, 7¾c.

In lengths from five to twenty yards;
the lowest price ever asked for these

goods.

10c. India Linons, 5c.

Full forty inches wide, in manufacturers' lengths.

95c. White Quilts, 59c.

Full size, and the same patterns always sold here at 85c. \$1.60 White Qulits, \$1.20, Heavy Marsoilles designs and full

size.

1215c. Pillow Cases, Pc.

High grade Muslin, originally made for a certain hotel.

75c. Sheets, 55c.

Soventy-two dozen Sheets, full size, the same always sold at 75c.; special price 55c.; some hemstitched, 60c.

Women's 121/2c. Black

Children's Ribbed Stockings, always 8 1-3c., are Se. a pair. Women's 50c. Corect Girdles, 25c. Every size and made by a noted maker.

Umbrellas at Half Price.

Every variety of kind in style of handle from natural to silver trimmed; 29c, to 50c, with four prices between. Women's \$1.25 Walking Skirts, 69c. All sizes, of heavy woolen materials, black and navy.
5c, and 8c. Towels, 3c, and 5c. 300 dozen to be sold.

Easter Sale

Prayer Books and Hymnals, in large type, at a remarkable price of 12 1-2c, each. 170 Sunday School Bibles, 25c, each.

Writing Paper. 1,800 pounds of High Grade Vellum, that sells from 10c. to 15c. a pound at all times; special purchase makes this 6 1.2c. a pound only at retail.

Easter Cards,
are ready; all new ideas from 1c. to 80c.

Cream Chocolates, 15c. Pure Cream Chocolate Drops, 15e, a

Chocolate and Vanilla Vassar Fudge, The, a pound.

Assorted Caramels, De, a pound.

Candy Easter Eggs, in all colors, the
small ones 15c, a pound; the large
size, 1c, each.

\$12.50 Austrian Tea Sets, \$8.50.

TO. 10.

Tea Sets, worth \$12.0, for \$8.50.
Yellow Baking Dishes, 5c., 7c., 9c.,
12c, and 15c. each.
Highly Polished Double Thick Hotel
Meat Platters, 5c.
Hue, Green, Brown and Marcon
Jars and Pedestals, the \$5 kind, for
\$3.75.

Jars and Pedestals, the \$5 kind, for \$1.75.

Jardiniers and Pedestals, in new shapes, to be sold Monday for \$1.50.

THE COHEN CO.

There is large pay for reading these lines.

A beautiful quality, heavy linen, open heristitched, with Mexican drawn center. Tray Cloths to match, 21c, \$1.25 Dinner Napkins, 95c.
Heavy German All Linen Damask, full 5-8 size and embossed designs.

90c, Linen Table Covers, 39c. Double Damask, for side tables, 6-4 size, in a. variety of heautiful designs, \$2.50 Damask Table Cloths, \$1.50.

36c. White Linens, 20c. 65c. Linen Bureau Scarfs, 39c.

They're full weight, for the new shirt waist and shirt waist suits. In accordance with cost of make they should be 36c; full yard wide, pure linen, Irish make, grass bleiched.

42c. Bleached Linen, 29c.
Such Linens have never been sold at such prices.

\$1.25 Sheeting, 75c.
600 yards of Linen Sheeting, ninety-linehes wide, a \$1.25 best value, for 75c, a yard.

25c. to 35c. Towels, 19c.
200 dozen special priced Towels, all pure linen some hemstitched, with damask; others damask, with ted fringes; choice 10c, each.
75c. Bleached Table Damask, 50c.
It's pure Irish Linen, full bleached, double damask.

and colors.

50c, to 75c. Nackwear, 25c.
Embroidered on linen, in collar and cuff sets and shigle collars, in black and white, all white and colors.

Mexican Drawn Border, Heavy Ger-man Linen, sizes \$210. 37c, a Dozen Doylles, 2c. each. 250 dozen German Grass, Bleached Pringed Doylles, each, 2c. 12%. Huck Toweling, 8c. Dighteen inches wide, half bleached,

and heavy grade.

\$1.50 Umbrellas, 75c.

Slik taffeta, with carved chony handles, in a variety of shapes.

\$2 Slik Umbrellas, \$1.39.

Water Damaged Umbrellas, 75c.

They're regular \$1.35 to \$2.50 umbrellas, in sterling trimmed and other varieties for men or women.

The Cohen \$1 Glove. By experience of every woman in Richmond has no equal seen at \$1.25; Easter shades already here. 3,000 yards, in all the new patterns and colors, at this price. EXPERTS DECEIVED

BY GENUINE Widow of Guatemala's Assassinated President De-

tained at San Francisco. United States Customs Officials Seized Her Famous Collection of Jewels and Demanded \$60,000 Duty-She Wore Them on State

Occasions and Everybody Thought They Were Worth \$1,000,000. Come to Our Store and See the Genuine Barrios Diamonds—the Kind Mme. Barrios Wore.

Why people continue to pay extravagant prices for diamonds is more than we can understand. Anybody who will read the following special dispatch telegraphed from San Francisco to the leading newspapers of this city will readily understand that it is no longer necessary to pay enormous sums for diamonds:

"San Francisco, March 16.—Mme Algerie Reyna Barrios' famous diamond necklace, which she has worn on state occasions in Guatemala and at social functions in New York, is not composed of high-priced diamonds after all, but of Barrios Diamonds. Many other gems in what was thought to be one of the most magnificent collections of jewels in the world are but clever imitations. This astounding discovery was made by Custom House experts, who examined them for the purpose of fixing their value."

Mme. Barrios, the widow of the second Barrios, President of Guatemala, assassinated, like his uncle, two years ago, arrived in San Francisco recently. The Custom House officials demanded that \$60,000 duty be paid on Mme. Barrios' jewels. She demurred, claiming that the gems were

bought in New York by her late husband's agents. The Custom House experts examined the jewels after Mme. Barrios had failed to establish her statement by documentary proof, and the amazing discovery was made that the jewels of Mme. Barrios, reported to be one of the wealthiest women in the world, are, many of them, only "Barrios Diamonds." The jewels upon which \$60,000 duty was demanded are not worth \$20,000. Experts

thought the jewels were worth more than a million dollars. Now, what do you say to that? If Barrios Diamonds are good enough for a president's wife to wear on state occasions, don't you think they are good enough for you?

If expert jewelers, selected by the United States Government to appraise such articles, think Barrios Diamonds are the high-priced kind, do you think any ordinary citizen would detect the difference? We defy them to distinguish Barrios Diamonds from the kind sold in exclusive jewelry stores every day for fancy prices. Don't go astray in such an important matter as buying dia-

The customs officials at San Francisco who had domaided \$60,000 duty on her collection of diamonds and other gems were astonished at the discovery that most of them are. Barrios Diamonds, and that the entire collection did not one \$20,000. Mme, Barrios is the widow of a former president of Guatemala, and her jewels were considered by everybody to be the finest in the world. monds. Come to our store and get the Barrios Diamonds. Beautiful Barrios Diamonds You Must See Ihese



Three-Stone Tiffany.

A marvel of beauty and splendor. Three white, perfectly brilliant percetty brilliant stones, evenly matched. Set high and finlated throughout with the greatest care. A magnificent ring at a special bargain.



MME. ALGERIE REYNA BARRIOS

Ring. Beautiful white and brilling a stones, with Ruby, Bemerald or Turquolse centere. Each stone set by hand. A positive beauty and canuot be distinguished from a ring worth \$75. \$3.00





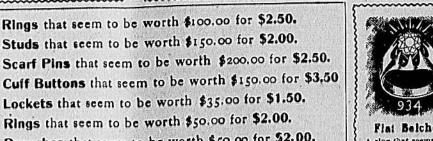




seven magnificently beautiful stones. A bargain \$2.00 Our price......\$2









ling stone. The most popular man's ring of the day.
Our special price , \$4.50

Perfectly white and brilliant 2 or 8 karst stones, hand set in heavy gold filled mount-ings. Our price (they cannot be distinguished

Solitaire Stud.

from the .:\$1.50

Our Guarantee: We absolutely guarantee Barrias Dia-will give \$10,000 to any charitable institution if it can be about that we ever re-fused to replace one of these stones which falled to give perfect satisfaction.









Scarf Pins that seem to be worth \$200,00 for \$2.50. Cuff Buttons that seem to be worth \$150.00 for \$3,50 Lockets that seem to be worth \$35,00 for \$1.50. Rings that seem to be worth \$50.00 for \$2.00. Brooches that seem to be worth \$50.00 for \$2.00. Brooches that seem to be worth \$300.00 for \$4.50. Brooches that seem to be worth \$150.00 for \$2,50, Studs that seem to be worth \$75.00 for \$1.50.



THE COHEN CO.

Barrios Diamonds are the nearest approach to genuine diamonds ever distancy of old mine gems and will stand acids, heat, alkali, etc. Do not confound Barrios Diamonds with such worthless imitations as Rhinestones, Brazilian, Montaga, Bolivia diamonds. Barrios Diamonds have never before been offered for sale in this city.